A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

BEST OCTOBER EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 3.6 million major home appliances were shipped in October -- establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments were 6.3% higher than October 1984.

From January through October, industry shipments exceeded 35.3 million units, which also established a record 10 months for appliance shipments. Compared to the same period last year, shipments were up 5.7%.

The latest forecast for 1985 calls for industry shipments of 41.2 million units, a gain of 4.5% over 1984, the previous record year. This would mark the first time in history that annual shipments exceeded 40 million units.

Substantial shipment gains were recorded in October for several products.

* 10.1% for dryers (420,300 units),
* 10.3% for dishwashers (357,000 units),
* 10.7% for refrigerators (559,200 units),
* 13.5% for automatic washers (528,200 units),
* 14.7% for freezers (99,900 units) and

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* 231.6% for dehumidifiers (6,300 units).

Shipments of automatic washers, dishwashers and microwave ovens (1,004,200 units), which are down slightly from a year ago, were the second highest levels ever recorded for these products in October.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
October, 1985

	October 1985	October 1984	% Change	Calendar Year to Date 1985	1984	% Change
ALL MAJOR APPLIANCES**	3,671.9	3,455.4	+ 6.3%	35,352.7	33,453.0	+ 5.7%
COOKING - TOTAL	1,296.7	1,272.1	+ 1.9	11,182.7	9,600.4	+16.5
ELECTRIC RANGES - TOTAL	311.2	287.3	+ 8.3	2,616.7	2,600.7	+ 0.6
Free Standing	253.6	235.2	+ 7.8	2,134.4	2,107.9	+ 1.3
Built-In	57.5	52.1	+10.4	482.3	492.8	- 2.1
MICROWAVE OVENS/RANGES	1,004.2	1,006.4	- 0.2	8,735.6	7,186.7	+21.6
HOME LAUNDRY - TOTAL	948.5	847.0	+12.0	7,744.5	7,410.3	+ 4.5
AUTOMATIC WASHERS	528.2	465.2	+13.5	4,484.5	4,318.8	+ 3.8
DRYERS - TOTAL	420.3	381.8	+10.1	3,260.0	3,091.5	+ 5.5
Electric	325.3	302.6	+ 7.5	2,570.2	2,464.1	+ 4.3
Gas	95.0	79.2	+20.0	688.8	627.5	+ 9.9
KITCHEN CLEAN UP - TOTAL	737.4	705.9	+ 4.5	6,598.5	6,528.1	+ 1.1
DISPOSERS	363.6	364.8	- 0.3	3,467.1	3,412.1	+ 1.6
DISHWASHERS - TOTAL	357.0	323.8	+10.3	2,983.8	2,965.5	+ 0.6
Built-In	334.1	300.4	+11.2	2,786.2	2,767.7	+ 0.7
Portable	22.9	23.4	- 2.1	197.6	197.8	- 0.1
COMPACTORS	16.8	17.3	- 2.9	147.6	150.6	- 2.0
FOOD PRESERVATION - TOTAL	659.1	592.5	+11.2	6,344.0	6,402.2	- 0.9
REFRIGERATORS	559.2	505.4	+10.7	5,248.7	5,271.8	- 0.4
FREEZERS - TOTAL	99.9	87.1	+14.7	1,095.3	1,130.5	- 3.1
Chest	49.5	39.5	+25.3	560.3	579.0	- 3.2
Upright	50.5	47.6	+ 6.1	535.0	551.5	- 3.0
HOME COMFORT - TOTAL	30.2	37.9	-20.3	3,483.0	3,512.0	- 0.8
ROOM AIR CONDITIONERS	23.9	36.1	-33.8	2,905.8	2,938.8	- 1.1
DEHUMIDIFIERS	6.3	1.9	+231.6	577.1	573.2	+ 0.7
GAS RANGES***	183.9	153.4	+19.9	1,506.7	1,435.0	+ 5.0

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

NEW RECORD NOVEMBER FOR MAJOR APPLIANCES

NEARLY CLINCHES NEW ANNUAL RECORD

CHICAGO -- More than 3.4 million major home appliances were shipped in November, bringing the year-to-date total within 632,000 units of a new annual record, reports the Association of Home Appliance Manufacturers (AHAM).

November's shipments are 11.5% higher than November 1984, and year-to-date shipments are 6.2% higher than last year's same period.

Year-to-date shipments of 38.3 million units brings the industry within close range of 1984's 39.4-million-unit record. The industry forecast for 1985 calls for 41.2 million units, which will mark the first time that annual major appliance shipments top 40 million units.

The industry is ending the year with a momentum that is expected to continue into next year since consumer plans to buy major appliances are at a 7-year high, according to The Conference Board. Monthly shipment gains have steadily risen since summer, with both July and August showing 1.7% increases; September, 3.9%; October 6.3%; and November, 11.5%.

In November, shipments were especially strong for: refrigerators, up 12.1%; dryers, up 10.2%; dishwashers, up 9.7%; and electric ranges, up 6.9%.

Microwave oven shipments were up nearly 29% for the month, but the

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Association issued a caution concerning the interpretation of the data. A backlog in compiling import statistics by government agencies contributed to the artificially high shipment figure. These U.S. Census Bureau statistics are used in developing industry shipment data.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
November, 1985

	November 1985	November 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change
ALL MAJOR APPLIANCES**	3,459.0	3,103.0	+11.5%	34,812.1	36,556.0	+ 6.2%
COOKING - TOTAL	1,527.5	1,226.3	+24.6	12,710.4	10,826.7	+17.4
ELEC. ERG RANGES - TOTAL	269.5	252.1	+ 6.9	2,486.3	2,852.8	+ 1.2
Free Standing	220.1	207.8	+ 6.0	2,454.5	2,315.5	+ 1.7
Built-In	49.4	44.5	+11.0	331.9	337.4	- 1.0
MICROWAVE OVENS/RANGES	1,276.3	892.5	+38.6	10,031.8	8,179.1	+22.4
HOME LAUNDRY - TOTAL	745.4	698.0	+ 6.8	8,489.9	8,108.3	+ 4.7
AUTOMATIC WASHERS	404.9	389.1	+ 4.1	4,489.4	4,707.9	+ 3.9
DRYERS - TOTAL	340.4	308.9	+10.2	4,000.4	3,400.5	+ 5.9
Electric	264.7	245.2	+ 8.0	3,404.9	2,709.3	+ 4.6
Gas	75.7	63.7	+18.8	765.6	691.2	+10.8
KITCHEN CLEAN UP - TOTAL	645.2	653.0	- 1.2	7,244.2	7,181.1	+ 0.9
DISPOSERS	334.0	367.1	- 9.0	3,401.6	3,779.2	+ 0.6
DISHWASHERS - TOTAL	297.8	271.4	+ 9.7	3,781.6	3,236.9	+ 1.4
Built-In	273.9	248.5	+10.2	3,560.1	3,016.2	+ 1.5
Portable	23.8	22.9	+ 3.9	221.5	220.7	+ 0.4
COMPACTORS	13.4	14.4	- 6.9	141.0	165.0	- 2.4
FOOD PRESERVATION - TOTAL	500.1	467.5	+ 7.0	6,844.1	6,869.7	- 0.4
REFRIGERATORS	434.3	387.6	+12.1	5,663.0	5,659.4	+ 0.4
FREEZERS - TOTAL	65.8	79.9	-17.7	1,181.1	1,210.3	- 4.1
Chest	34.9	37.7	- 7.4	585.3	616.7	- 3.5
Upright	30.8	42.1	-26.8	595.9	593.6	- 4.7
HOME COMFORT - TOTAL	40.9	58.1	-29.6	3,523.6	3,570.1	- 1.3
ROOM AIR CONDITIONERS	39.3	50.6	-22.3	2,945.2	2,989.4	- 1.5
DEHUMIDIFIERS	1.6	7.5	-78.7	578.4	580.7	- 0.4
GAS RANGES***	156.2	145.9	+ 8.4	1,665.6	1,580.9	+ 5.4

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5822

BEST YEAR EVER

FOR MAJOR HOME APPLIANCES

CHICAGO -- Nearly 41.8 million major appliances were shipped in 1985, beating the previous record by more than 2.3 million units, reports the Association of Home Appliance Manufacturers (AHAM).

1985 was a second consecutive record year for the industry, with shipments 6% greater than in 1984. Unexpectedly strong shipments in the fourth quarter, up 7.1%, drove year-end shipments to exceed the industry's forecast made as late as August.

December and fourth-quarter shipments also hit record highs of 2.9 million and 10.1 million units respectively, again surpassing the previous records established in 1984 for these periods.

One-fourth of 1985's shipments were microwave ovens (10.8 million units), representing the largest annual shipment in history of any major appliance product category. Shipments increased by 19% over the record set in 1984.

Food disposers also established a new annual record of 4.1 million units, for a small gain over the previous record of one year earlier.

1985 was a winning year in several more ways.

* Monthly shipments hit all-time highs in every month except February and June, which were second-best months respectively.

MORE

(In ten of the 12 months, shipments exceeded 3.2 million units.)

* A monthly shipment (in May) surpassed 4 million units for the first time ever in history.

* Each quarter's shipments hit record levels -- 10.2 million, 11.5 million, 9.9 million and 10.1 million units respectively.

1985 ended on a strong note with all major categories showing fourth-quarter increases except home comfort appliances. Food preservation appliances were up 11.4%; home laundry products, up 10.4%; cooking appliances, up 7.6%; and kitchen cleanup products, up 3.2%.

December shipments showed especially strong increases for: refrigerators, up 18.8%; electric ranges, up 15.7%; automatic washers, up 14.2%; dishwashers, up 15.8%; and dryers, up 10.3%.

According to the current forecast, the appliance industry expects two more strong years, with shipments reaching 40 million units in 1986 and 39.8 million units in 1987.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
December 1985

	December 1985	December 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change	Calendar Quarter 1985	Calendar Quarter 1984	% Change
ALL MAJOR APPLIANCES**	**2,984.3**	**2,888.3**	**+ 3.3%**	**41,796.8**	**39,444.2**	**+ 6.0%**	**10,115.9**	**9,446.6**	**+ 7.1%**
COOKING - TOTAL	**1,110.1**	**1,158.5**	**- 4.2**	**13,820.5**	**11,985.2**	**+15.3**	**3,934.3**	**3,656.9**	**+ 7.6**
ELECTRIC RANGES - TOTAL	255.3	220.7	+15.7	3,141.7	3,073.5	+ 2.2	836.0	760.1	+10.0
Free Standing	213.0	180.6	+17.9	2,567.5	2,496.1	+ 2.9	686.7	623.3	+10.2
Built-In	42.3	40.1	+ 5.5	574.2	577.5	- 0.6	149.3	136.8	+ 9.1
MICROWAVE OVENS/RANGES	871.3	953.0	- 8.6	10,883.0	9,132.2	+19.2	3,151.6	2,951.9	+ 6.8
HOME LAUNDRY - TOTAL	**702.2**	**624.5**	**+12.4**	**9,192.1**	**8,732.9**	**+ 5.3**	**2,396.1**	**2,169.6**	**+10.4**
AUTOMATIC WASHERS	389.1	340.7	+14.2	5,278.5	5,048.6	+ 4.6	1,322.2	1,195.1	+10.6
DRYERS - TOTAL	313.1	283.8	+10.3	3,913.5	3,684.3	+ 6.2	1,073.8	974.5	+10.2
Electric	244.9	221.4	+10.6	3,079.8	2,930.6	+ 5.1	834.9	769.1	+ 8.6
Gas	68.1	62.4	+10.2	833.7	753.6	+10.6	238.9	205.3	+16.4
KITCHEN CLEAN UP - TOTAL	**613.0**	**576.6**	**+ 6.3**	**7,857.6**	**7,757.7**	**+ 1.3**	**1,996.5**	**1,935.4**	**+ 3.2**
DISPOSERS	303.0	305.3	- 0.8	4,105.0	4,084.6	+ 0.5	1,001.5	1,037.2	- 3.4
DISHWASHERS - TOTAL	293.8	253.8	+15.8	3,575.4	3,490.7	+ 2.4	948.5	849.0	+11.7
Built-In	267.1	228.8	+16.7	3,327.2	3,245.1	+ 2.5	875.0	777.8	+12.5
Portable	26.7	24.9	+ 7.2	248.2	245.6	+ 1.1	73.5	71.2	+ 3.2
COMPACTORS	16.2	17.5	- 7.4	177.2	182.4	- 2.9	46.5	49.2	- 5.5
FOOD PRESERVATION - TOTAL	**472.3**	**405.0**	**+16.6**	**7,316.4**	**7,274.8**	**+ 0.6**	**1,631.5**	**1,465.0**	**+11.4**
REFRIGERATORS	397.6	334.7	+18.8	6,089.5	5,994.1	+ 1.4	1,391.0	1,227.7	+13.3
FREEZERS - TOTAL	74.7	70.3	+ 6.3	1,235.8	1,280.7	- 3.5	240.5	237.3	+ 1.4
Chest	38.9	32.9	+18.2	634.2	649.6	- 2.4	123.4	110.1	+12.1
Upright	35.8	37.5	- 4.5	601.6	631.1	- 4.7	117.1	127.2	- 7.9
HOME COMFORT - TOTAL	**86.7**	**123.7**	**-29.9**	**3,610.3**	**3,693.8**	**- 2.3**	**157.6**	**219.7**	**-28.3**
ROOM AIR CONDITIONERS	76.7	113.4	-32.4	3,021.9	3,102.8	- 2.6	140.0	200.1	-30.0
DEHUMIDIFIERS	10.0	10.3	- 2.9	588.4	591.0	- 0.4	17.6	19.6	-10.2
GAS RANGES***	**155.7**	**151.2**	**+ 3.0**	**1,826.5**	**1,732.1**	**+ 5.5**	**503.7**	**450.5**	**+11.8**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

2/26/86

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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD JANUARY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- The major home appliance industry opened 1986 with the best January in history, reports the Association of Home Appliance Manufacturers (AHAM).

Almost 3.6 million major appliances were shipped during the month, surpassing last January's previous high by over 200,000 units. Total shipments were up nearly 6%.

"January's performance has the industry off and running toward another 40-million-unit year," comments AHAM President Robert Holding. The current industry forecast calls for shipments of 40.1 million units in 1986.

Annual shipments surpassed 40 million units for the first time in history in 1985, when a record 41.7 million units were shipped.

In January, shipments were especially strong for microwave ovens (nearly 1.1 million units), automatic washers (489,600 units) and disposers (384,400 units), making it the best January ever for these appliances.

Shipments of dryers (374,800 units), dishwashers (315,700 units) and electric ranges (264,800 units) were the second highest ever for the month.

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As the year progresses, shipments are likely to parallel last year's high levels for all products except microwave ovens and room air conditioners.

After several years of explosive growth, microwave oven shipments are expected to slow because of the increasingly saturated market. It is estimated that 50% of all households now own a microwave oven.

Factory shipments of room air conditioners are likely to lag behind 1985 levels because of the leftover inventory following last summer's relatively moderate weather.

# # #

MAJOR HOME APPLIANCE FACTORY SHIPMENTS — THOUSANDS OF UNITS
(Domestic Plus Export)
January, 1986

	January 1986	January 1985	% Change
ALL MAJOR APPLIANCES**	**3,594.3**	**3,392.9**	**+ 5.9%**
COOKING - TOTAL	**1,335.9**	**1,098.7**	**+21.6**
ELECTRIC RANGES - TOTAL	264.8	256.9	+ 3.1
Free Standing	219.2	207.3	+ 5.7
Built-In	45.6	49.5	- 7.9
MICROWAVE OVENS/RANGES	1,086.9	858.2	+26.7
HOME LAUNDRY - TOTAL	**864.5**	**810.4**	**+ 6.7**
AUTOMATIC WASHERS	489.6	450.7	+ 8.6
DRYERS - TOTAL	374.8	359.7	+ 4.2
Electric	293.4	281.4	+ 4.3
Gas	81.4	78.3	+ 4.0
KITCHEN CLEAN UP - TOTAL	**714.0**	**688.7**	**+ 3.7**
DISPOSERS	384.4	376.9	+ 2.0
DISHWASHERS - TOTAL	315.7	295.4	+ 6.9
Built-In	292.2	270.3	+ 8.1
Portable	23.5	25.0	- 6.0
COMPACTORS	13.9	16.5	-15.8
FOOD PRESERVATION - TOTAL	**538.1**	**546.9**	**- 1.6**
REFRIGERATORS	448.4	437.1	+ 2.6
FREEZERS - TOTAL	89.7	109.7	- 18.2
Chest	47.8	53.4	-10.5
Upright	42.0	56.4	-25.5
HOME COMFORT - TOTAL	**141.8**	**248.3**	**-42.9**
ROOM AIR CONDITIONERS	131.2	209.2	-37.3
DEHUMIDIFIERS	10.6	39.1	-72.9
GAS RANGES***	**154.6**	**128.0**	**+20.8**

** Numbers do not add because of overlapping product categories
*** Source: GAMA. Not included in cooking total or total shipments

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312-984-5800
GOVERNMENT RELATIONS: 1901 L STREET, N. W.
WASHINGTON, D. C. 20036, 202-466-3350

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986**	1987**
Cooking - Total	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	12,921	12,106
ELECTRIC RANGES - TOTAL	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,079	3,073
Free Standing	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,501	2,481
Built-In	701	817	881	756	555	498	417	563	577	574	578	592
MICROWAVE OVEN/RANGES	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	10,062	9,253
Home Laundry - Total	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	8,970	9,029
WASHERS - TOTAL	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,185	5,236
Automatic	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,185	5,236
Wringer & Other	205	194	200	186	124	88	64	69	NA	NA	NA	NA
DRYERS - TOTAL	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	3,785	3,793
Electric	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,000	3,006
Gas	708	736	757	768	682	640	584	672	754	834	785	787
Kitchen Clean Up - Total	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	7,791	7,843
DISPOSERS	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,128	4,143
DISHWASHERS - TOTAL	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,485	3,517
Built-In	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,249	3,294
Portable	803	651	586	504	384	291	214	262	246	248	236	223
COMPACTORS	249	277	300	293	235	191	148	157	182	177	178	183
Food Preservation - Total	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,160	7,266
REFRIGERATORS#	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	5,950	6,045
FREEZERS - TOTAL	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,210	1,221
Chest	832	852	835	1,039	963	889	726	702	650	634	610	612
Upright	710	746	686	902	789	717	614	639	631	602	600	609
Home Comfort - Total	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,238	3,580
ROOM AIR CONDITIONERS	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,650	2,980
DEHUMIDIFIERS	444	319	442	685	673	536	440	437	591	588	588	600
All Major Appliances	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	40,080	39,824
Gas Ranges##	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	NA	NA

* 000 Omitted
** Forecasts as of November, 1985
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

2/11/86

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NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD FEBRUARY FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped nearly 3.2 million units for the largest February shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

It was the first time a February shipment ever surpassed 3 million units. Total shipments were 8.2% above the previous February level.

Cooking appliances (up 42.9%) were primarily responsible for the new February record.

Over 904,000 microwave ovens and 253,000 electric ranges were shipped during the month, making it the best February ever for these appliances. Compared to February, 1985, shipments increased 51.2% and 17.0% respectively. Also, shipments of gas ranges were up 17.3%.

It was the best February ever for dishwashers, too. Shipments of 287,000 units represented a 10.8% increase over the previous February level.

For the first two months this year, shipments are 7.0% above last year's levels, primarily because of cooking appliances. Year-to-date shipments for four of the five appliance categories are up: 30.6% for cooking, 4.7% for food preservation, 3.5% for kitchen cleanup, and 1.4% for home laundry.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
February, 1986

	February 1986	February 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES**	**3,184.7**	**2,943.4**	**+ 8.2%**	**6,779.2**	**6,336.4**	**+ 7.0%**
COOKING - TOTAL	**1,144.2**	**800.7**	**+42.9**	**2,480.1**	**1,899.4**	**+30.6**
ELECTRIC RANGES - TOTAL	253.5	216.6	+17.0	518.3	473.5	+ 9.5
Free Standing	208.6	176.6	+18.1	427.8	383.9	+11.4
Built-In	44.9	40.0	+12.3	90.5	89.5	+ 1.1
MICROWAVE OVENS/RANGES	904.4	598.3	+51.2	1,991.3	1,456.5	+36.7
HOME LAUNDRY - TOTAL	**707.5**	**739.5**	**- 4.3**	**1,572.0**	**1,550.0**	**+ 1.4**
AUTOMATIC WASHERS	398.9	416.0	- 4.1	888.6	866.8	+ 2.5
DRYERS - TOTAL	308.5	323.5	- 4.6	683.4	683.2	--
Electric	240.9	253.1	- 4.8	534.3	534.5	--
Gas	67.6	70.4	- 4.0	149.0	148.7	+ 0.2
KITCHEN CLEAN UP - TOTAL	**638.9**	**618.5**	**+ 3.3**	**1,353.1**	**1,307.1**	**+ 3.5**
DISPOSERS	340.0	347.7	- 2.2	724.7	724.6	--
DISHWASHERS - TOTAL	287.0	259.1	+ 10.8	602.7	554.4	+ 8.7
Built-In	265.6	233.7	+13.7	557.9	504.0	+10.7
Portable	21.4	25.4	-15.8	44.8	50.4	-11.1
COMPACTORS	11.9	11.7	+ 1.7	25.8	28.2	- 8.5
FOOD PRESERVATION - TOTAL	**484.4**	**429.9**	**+12.7**	**1,022.5**	**976.8**	**+ 4.7**
REFRIGERATORS	407.1	356.8	+14.1	855.4	794.0	+ 7.7
FREEZERS - TOTAL	77.3	73.1	+ 5.6	167.0	182.8	- 8.6
Chest	40.9	36.8	+11.1	88.7	90.1	- 1.6
Upright	36.4	36.3	+ 0.3	78.3	92.7	-15.5
HOME COMFORT - TOTAL	**209.8**	**354.9**	**-40.9**	**351.5**	**603.1**	**-41.7**
ROOM AIR CONDITIONERS	174.9	276.6	-36.8	306.1	485.8	-37.0
DEHUMIDIFIERS	34.9	78.3	-55.4	45.4	117.4	-61.3
GAS RANGES***	**152.8**	**130.3**	**+17.3**	**301.2**	**258.3**	**+16.7**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

STRONG FIRST QUARTER
FOR MAJOR APPLIANCE SHIPMENTS

CHICAGO -- The major appliance industry shipped over 10.2 million units in the first quarter, for a fractional increase of 0.1% over last year's record first quarter, reports the Association of Home Appliance Manufacturers (AHAM).

Cooking appliances, up 10.3%, led the quarterly shipment gains, recorded for all products except disposers, freezers and home comfort appliances.

March shipments exceeded 3.4 million units, but were down 11.3% compared to the previous March, primarily because of microwave ovens and home comfort appliances.

The Association issued a caution concerning the interpretation of data on monthly microwave oven shipments, which dropped 22.3% in March. Because of a backlog in processing paperwork for some imported products for government agencies, the March 1985 microwave oven shipment figure was artificially high. Consequently, microwave oven shipment statistics contain distortions, the degree of which is unknown.

Reduced demand for seasonal home comfort appliances also contributed to the March shipment decline. High dealer inventories remaining

(MORE)

from last year's relatively temperate weather caused the 22.1% drop in monthly shipments.

Strong monthly gains were recorded for shipments of: compactors, up 21.0%; dryers, up 8.3%; and dishwashers, up 4.1%.

In spite of a lackluster March, the industry remains very optimistic. According to the latest forecast compiled this February, 1986 will be a second-best year, just 400,000 units shy of 1985's 41.8-million-unit record.

The new forecast calls for 41.4 million units in 1986 and almost 41.1 million units in 1987, with annual shipment gains in all products except home comfort appliances. Compared to last November's forecast, the latest forecast is 3% higher, totalling 1.3 million more units in 1986 and 1.2 million more in 1987.

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042386

MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1986

	March 1986	March 1985	% Change	Calendar Year to Date 1986	Calendar Year to Date 1985	% Change
ALL MAJOR APPLIANCES*	**3,466.5**	**3,908.4**	**-11.3%**	**10,254.7**	**10,244.8**	**+ 0.1%**
COOKING - TOTAL	**1,095.1**	**1,344.0**	**-18.5**	**3,575.9**	**3,243.4**	**+10.3**
ELECTRIC RANGES - TOTAL	240.0	240.9	- 0.4	759.0	714.3	+ 6.3
Free Standing	192.6	195.1	- 1.3	620.4	579.0	+ 7.2
Built-In	47.4	45.8	+ 3.5	138.7	135.3	+ 2.5
MICROWAVE OVENS/RANGES**	870.1	1,119.8	-22.3	2,861.4	2,576.3	+11.1
HOME LAUNDRY - TOTAL	**721.6**	**714.7**	**+ 1.0**	**2,295.1**	**2,264.6**	**+ 1.4**
AUTOMATIC WASHERS	407.7	424.8	- 4.0	1,296.3	1,291.5	+ 0.4
DRYERS - TOTAL	313.9	289.9	+ 8.3	998.9	973.1	+ 2.7
Electric	244.9	229.7	+ 6.6	779.2	764.2	+ 2.0
Gas	69.1	60.2	+14.8	219.7	208.9	+ 5.2
KITCHEN CLEAN UP - TOTAL	**649.4**	**673.5**	**- 3.6**	**2,009.5**	**1,980.6**	**+ 1.5**
DISPOSERS	339.3	377.6	-10.1	1,063.9	1,102.2	- 3.5
DISHWASHERS - TOTAL	295.2	283.5	+ 4.1	901.1	837.9	+ 7.5
Built-In	278.5	266.5	+ 4.5	839.5	770.4	+ 9.0
Portable	16.7	17.0	- 1.8	61.5	67.5	- 8.9
COMPACTORS	15.0	12.4	+21.0	44.5	40.5	+ 9.9
FOOD PRESERVATION - TOTAL	**499.6**	**533.5**	**- 6.4**	**1,522.1**	**1,510.3**	**+ 0.8**
REFRIGERATORS	419.1	447.9	- 6.4	1,274.5	1,241.9	+ 2.6
FREEZERS - TOTAL	80.5	85.6	- 6.0	247.5	268.4	- 7.8
Chest	45.0	48.5	- 7.2	133.7	138.6	- 3.5
Upright	35.5	37.2	- 4.6	113.8	129.8	-12.3
HOME COMFORT - TOTAL	**500.8**	**642.7**	**-22.1**	**852.2**	**1,245.8**	**-31.6**
ROOM AIR CONDITIONERS	421.6	530.2	-20.5	727.8	1,016.0	-28.4
DEHUMIDIFIERS	79.1	112.4	-29.6	124.4	229.8	-45.9
GAS RANGES***	**166.9**	**164.1**	**+ 1.7**	**464.8**	**422.4**	**+10.0**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312 984-5800
GOVERNMENT RELATIONS 1901 L STREET, N.W.
WASHINGTON, D.C. 20036 202-466-3350

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986**	1987**
Cooking - Total	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	13,800	13,081
ELECTRIC RANGES - TOTAL	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,172	3,156
Free Standing	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,595	2,575
Built-In	701	817	881	756	555	498	417	563	577	574	578	581
MICROWAVE OVEN/RANGES	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	10,836	10,128
Home Laundry - Total	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	9,240	9,220
WASHERS - TOTAL	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,303	5,288
Automatic	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,303	5,288
Wringer & Other	205	194	200	186	124	88	64	69	NA	NA	NA	NA
DRYERS - TOTAL	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	3,937	3,933
Electric	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,097	3,079
Gas	708	736	757	768	682	640	584	672	754	834	840	854
Kitchen Clean Up - Total	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	7,918	7,982
DISPOSERS	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,155	4,204
DISHWASHERS - TOTAL	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,582	3,598
Built-In	2,337	2,705	2,971	2,984	2 354	2,193	1,956	2,859	3,245	3,327	3,338	3,357
Portable	803	651	586	504	384	291	214	262	246	248	244	242
COMPACTORS	249	277	360	293	235	191	148	157	182	177	182	181
Food Preservation - Total	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,283	7,282
REFRIGERATORS#	4,817	5 707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6,081	6,070	6,050
FREEZERS - TOTAL	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,213	1,232
Chest	832	852	835	1,039	963	889	726	702	650	634	615	626
Upright	710	746	686	902	789	717	614	639	631	602	598	606
Home Comfort - Total	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,175	3,511
ROOM AIR CONDITIONERS	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,600	2,931
DEHUMIDIFIERS	444	319	442	685	673	536	440	437	591	588	575	580
All Major Appliances	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	41,416	41,076
Gas Ranges##	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	NA	NA

* 000 Omitted
** Forecasts as of February, 1986
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD APRIL

FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 3.7 million major home appliances were shipped in April, establishing a new record for the month, reports the Association of Home Appliance Manufacturers (AHAM).

Total monthly shipments were up 6.7%, surpassing last April's previous high by over 200,000 units.

April shipments were strong for practically all products, with double-digit increases recorded in three of the five product categories: kitchen cleanup, up 15.8%; food preservation, up 15.3%; and home laundry, up 10.6%.

It was the best April ever for shipments of microwave ovens (879,300 units), automatic washers (446,200 units), dishwashers (336,700 units) and electric dryers (257,300 units).

Home comfort appliances were down, as expected, because moderate weather prevailed in most of the country.

Year-to-date shipments, up 1.8% over last year's same period, continue to lead 1985's record levels. This pattern is likely to continue for several more months since consumer buying plans for major appliances are at an all-time high. According the Conference Board's April survey,

(MORE)

43% of households planned to buy a major appliance within six months.

The industry forecast calls for a near-record shipment of 41.4 million units this year.

# # #

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
April, 1986

	April 1986	April 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES*	**3,748.8**	**3,512.5**	**+ 6.7%**	**14,019.8**	**13,761.5**	**+ 1.8%**
COOKING - TOTAL	**1,129.6**	**1,059.9**	**+ 6.6**	**4,705.5**	**4,305.1**	**+ 9.3**
ELECTRIC RANGES - TOTAL	265.6	251.2	+ 5.7	1,024.7	967.5	+ 5.9
Free Standing	218.2	205.7	+ 6.1	838.6	786.1	+ 6.7
Built-In	47.4	45.6	+ 4.0	186.1	181.4	+ 2.6
MICROWAVE OVENS/RANGES**	879.3	826.6	+ 6.4	3,740.7	3,402.9	+ 9.9
HOME LAUNDRY - TOTAL	**771.5**	**697.7**	**+10.6**	**3,066.7**	**2,961.2**	**+ 3.6**
AUTOMATIC WASHERS	446.2	411.5	+ 8.4	1,742.4	1,703.1	+ 2.3
DRYERS - TOTAL	325.4	286.1	+13.7	1,324.3	1,258.2	+ 5.3
Electric	257.3	225.2	+14.3	1,036.5	988.3	+ 4.9
Gas	68.1	61.0	+11.6	287.8	269.8	+ 6.7
KITCHEN CLEAN UP - TOTAL	**653.2**	**563.9**	**+15.8**	**2,668.7**	**2,544.5**	**+ 4.9**
DISPOSERS	300.5	275.3	+ 9.2	1,370.5	1,377.5	- 0.5
DISHWASHERS - TOTAL	336.7	276.0	+22.0	1,237.7	1,113.9	+11.1
Built-In	319.7	258.4	+23.7	1,159.2	1,028.9	+12.7
Portable	17.0	17.6	- 3.4	78.5	85.0	- 7.7
COMPACTORS	16.0	12.6	+27.0	60.5	53.1	+13.9
FOOD PRESERVATION - TOTAL	**648.1**	**561.9**	**+15.3**	**2,170.0**	**2,072.4**	**+ 4.7**
REFRIGERATORS	549.4	471.8	+16.5	1,823.9	1,713.7	+ 6.4
FREEZERS - TOTAL	98.7	90.1	+ 9.5	346.1	358.7	- 3.5
Chest	53.2	45.1	+ 18.0	186.6	183.9	+ 1.5
Upright	45.5	45.0	+1.1	159.5	174.9	- 8.8
HOME COMFORT - TOTAL	**546.4**	**629.2**	**-13.2**	**1,399.9**	**1,878.2**	**-25.5**
ROOM AIR CONDITIONERS	456.3	523.8	-12.9	1,185.3	1,543.1	-23.2
DEHUMIDIFIERS	90.0	105.3	-14.5	214.5	335.1	-36.0
GAS RANGES***	**143.6**	**125.4**	**+14.5**	**608.2**	**547.8**	**+11.0**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

MAY HOME APPLIANCE SHIPMENTS TIED FOR SECOND-BEST MONTH

CHICAGO -- The major appliance industry shipped over 3.9 million units in May to equal the second-highest monthly shipment on record, reports the Association of Home Appliance Manufacturers (AHAM).

The industry's first 3.9-million-unit monthly shipment occurred in March 1985.

Even though May shipments tied the second-highest month on record, they were 6.5% lower than May of 1985 -- the all-time record month with shipments of nearly 4.2 million units.

Product shipments were up 5.5% for dishwashers, 1.0% for refrigerators and 0.6% for clothes dryers in May.

The high inventory carryover of home comfort appliances resulting from last year's unseasonably cool weather contributed to the shortfall in total May shipments. Home comfort appliances were down 30.6% for the month.

For most of the other product categories, monthly shipments were down only marginally.

In year-to-date comparisons, all products recorded shipment increases ranging from 1.4% to 10.0%, except home comfort appliances, freezers and disposers. The year-to-date total of 17.9 million units equaled

(MORE)

the total recorded for the same period last year, industry's record year.

This year, the industry forecast calls for a near-record shipment of 41.4 million units.

# # #

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
May, 1986

	May 1986	May 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES*	**3,908.7**	**4,182.0**	**- 6.5%**	**17,925.4**	**17,943.5**	**- 0.1%**
COOKING - TOTAL	**1,294.0**	**1,297.7**	**- 0.3**	**6,000.8**	**5,602.9**	**+ 7.1**
ELECTRIC RANGES - TOTAL	257.4	260.5	- 1.2	1,283.3	1,228.0	+ 4.5
Free Standing	213.1	213.4	- 0.1	1,051.9	999.5	+ 5.2
Built-In	44.3	47.1	- 5.9	231.4	228.5	+ 1.3
MICROWAVE OVENS/RANGES**	1,051.0	1,055.7	- 0.5	4,791.7	4,458.5	+ 7.5
HOME LAUNDRY - TOTAL	**767.9**	**775.0**	**- 0.9**	**3,824.6**	**3,736.2**	**+ 2.6**
AUTOMATIC WASHERS	459.0	467.9	- 1.9	2,201.5	2,171.0	+ 1.4
DRYERS - TOTAL	308.9	307.1	+ 0.6	1,633.1	1,565.2	+ 4.3
Electric	243.6	245.9	- 0.9	1,280.1	1,234.2	+ 3.7
Gas	65.2	61.2	+ 6.5	353.0	331.0	+ 6.7
KITCHEN CLEAN UP - TOTAL	**637.0**	**664.1**	**- 4.1**	**3,305.7**	**3,208.6**	**+ 3.0**
DISPOSERS	317.8	360.1	-11.8	1,688.4	1,737.6	- 2.8
DISHWASHERS - TOTAL	301.1	285.5	+ 5.5	1,538.9	1,399.4	+10.0
Built-In	283.8	268.5	+ 5.7	1,443.0	1,297.4	+11.2
Portable	17.3	17.0	+ 1.8	95.9	102.0	- 6.0
COMPACTORS	18.0	18.5	- 2.7	78.4	71.7	+ 9.3
FOOD PRESERVATION - TOTAL	**675.9**	**676.2**	**--**	**2,846.0**	**2,748.5**	**+ 3.6**
REFRIGERATORS	569.7	563.9	+ 1.0	2,393.6	2,277.5	+ 5.1
FREEZERS - TOTAL	106.3	112.3	- 5.3	452.4	471.0	- 4.0
Chest	58.6	59.5	- 1.5	245.2	243.3	+ 0.8
Upright	47.7	52.8	- 9.7	207.2	227.7	- 9.0
HOME COMFORT - TOTAL	**533.8**	**769.1**	**- 30.6**	**1,938.4**	**2,647.3**	**-26.8**
ROOM AIR CONDITIONERS	451.4	632.4	-28.6	1,636.7	2,175.5	-24.8
DEHUMIDIFIERS	82.4	136.7	-39.7	301.6	471.8	-36.1
GAS RANGES***	**147.9**	**143.4**	**+ 3.1**	**759.0**	**691.2**	**+ 9.8**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD JUNE, QUARTER AND HALF YEAR FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 4 million units in June, 11.7 million units in the second quarter, and 22 million units in the first half of 1986, thus establishing three new industry records, reports the Association of Home Appliance Manufacturers (AHAM).

The record June shipment of nearly 4.1 million units was a 6.8% increase over the previous June and the second-highest monthly shipment on record.

All five appliance categories contributed to June's record level with shipments of the highly seasonal home comfort appliances making the greatest jump, up 9.5%. June marked the first month this year that shipments of dehumidifiers and room air conditioners surpassed their monthly shipment levels of one year earlier.

Food disposers established a new monthly record by exceeding 400,000 units in June. Monthly shipments were 15.3% higher than the June 1985 level.

Monthly shipments of several other products were especially strong, particularly microwave ovens (902,900 units), refrigerators (691,500 units) automatic washers (493,500 units) and electric ranges (300,900 units), which were the highest June shipments in history for these products.

(MORE)

The half-year ended on a positive note with year-to-date shipments leading 1985's record levels by 1.1% and surpassing 22 million units for the first time ever. Home comfort appliances and freezers were the only appliances with year-to-date shipment levels lower than last year's shipments for the same period.

According to the Conference Board's June survey, 28% of households plan to buy a major appliance within the next six months. "If economic conditions remain relatively stable, this high consumer confidence should maintain strong appliance shipments for the rest of the year," says AHAM President Robert Holding.

The most recent industry forecast calls for record shipments of 41.8 million units this year.

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072186

MAJOR APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1986

	June 1986	June 1985	% Change	Calendar Year to Date 1986	1985	% Change	Calendar Quarter 1986	1985	% Change
ALL MAJOR APPLIANCES*	4,089.8	3,830.6	+ 6.8%	22,015.2	21,774.1	+ 1.1%	11,752.0	11,525.1	+ 2.0%
COOKING - TOTAL	1,187.5	1,106.9	+ 7.3	7,188.3	6,709.7	+ 7.1	3,611.2	3,464.4	+ 4.2
ELECTRIC RANGES - TOTAL	300.9	269.6	+11.6	1,584.2	1,497.6	+ 5.8	823.9	781.3	+ 5.5
Free Standing	247.2	219.4	+12.7	1,299.1	1,218.9	+ 6.6	678.5	638.4	+ 6.3
Built-In	53.7	50.2	+ 7.0	285.1	278.7	+ 2.3	145.4	142.9	+ 1.8
MICROWAVE OVENS/RANGES**	902.9	855.1	+ 5.6	5,694.6	5,313.6	+ 7.2	2,833.2	2,737.3	+ 3.5
HOME LAUNDRY - TOTAL	817.1	781.7	+ 4.5	4,651.7	4,517.9	+ 3.0	2,356.5	2,254.3	+ 4.5
AUTOMATIC WASHERS	493.5	462.5	+ 6.7	2,694.9	2,633.5	+ 2.3	1,398.7	1,342.0	+ 4.2
DRYERS - TOTAL	323.6	319.1	+ 1.4	1,956.7	1,884.4	+ 3.8	957.9	912.3	+ 5.0
Electric	254.8	255.5	- 0.3	1,534.9	1,489.7	+ 3.0	755.7	726.5	+ 4.0
Gas	68.8	63.6	+ 8.2	421.8	394.6	+ 6.9	202.2	185.8	+ 8.8
KITCHEN CLEAN UP - TOTAL	743.6	692.0	+ 7.5	4,049.4	3,900.6	+ 3.8	2,033.8	1,919.9	+ 5.9
DISPOSERS	409.8	355.3	+15.3	2,098.2	2,092.8	+ 0.3	1,028.2	990.6	+ 3.8
DISHWASHERS - TOTAL	317.1	322.5	- 1.7	1,856.0	1,721.9	+ 7.8	954.9	884.0	+ 8.0
Built-In	299.0	303.2	- 1.4	1,742.0	1,600.6	+ 8.8	902.5	830.2	+ 8.7
Portable	18.1	19.3	- 6.2	114.0	121.3	- 6.0	52.4	53.8	- 2.6
COMPACTORS	16.7	14.2	+17.6	95.2	85.8	+11.0	50.7	45.3	+11.9
FOOD PRESERVATION - TOTAL	831.1	783.9	+ 6.0	3,677.1	3,532.4	+ 4.1	2,155.2	2,022.0	+ 6.6
REFRIGERATORS	691.5	647.5	+ 6.8	3,085.0	2,925.0	+ 5.5	1,810.5	1,683.1	+ 7.6
FREEZERS - TOTAL	139.7	136.4	+ 2.4	592.0	607.4	- 2.5	344.7	338.9	+ 1.7
Chest	76.2	74.3	+ 2.6	321.4	317.6	+ 1.2	188.0	178.9	+ 5.1
Upright	63.4	62.1	+ 2.1	270.6	289.8	- 6.6	156.6	160.0	- 2.1
HOME COMFORT - TOTAL	510.5	466.2	+ 9.5	2,448.8	3,113.5	-21.4	1,595.3	1,864.4	-14.4
ROOM AIR CONDITIONERS	426.9	415.6	+ 2.7	2,063.7	2,591.1	-20.4	1,334.7	1,571.9	-15.1
DEHUMIDIFIERS	83.6	50.6	+65.2	385.1	522.3	-26.3	260.6	292.5	-10.9
GAS RANGES***	186.1	174.1	+ 6.9	949.6	865.3	+ 9.7	485.0	442.9	+ 9.5

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
***Source: GAMA. Not included in cooking total or total shipments.

A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD JULY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- July shipments of major household appliances exceeded 3.9 million units, surpassing the previous July record set one year ago, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments for the month surged 20.7% ahead of the same month last year for a gain of over two-thirds million units.

"The industry is happy to see shipments of core products, particularly home laundry appliances, continue to exhibit strength," commented AHAM President Robert Holding.

Home laundry shipments accounted for almost one-fourth of July's unit gain. Shipments of electric dryers (280,900 units) and gas dryers (77,300 units) were at the highest July levels ever, and the monthly shipment of automatic washers (521,100 units) was the third best in history.

Home comfort appliances increased dramatically during the month, accounting for one-third of July's unit gain. Hot humid conditions in many parts of the country resulted in the largest July shipment of room air conditioners (361,400 units) since 1980 and of dehumidifiers (63,000 units) since 1981. In spite of a strong July for the home

(MORE)

comfort category, year-to-date levels continued to lag behind last year's totals for the same period.

Shipment increases ranged from 4.2% for kitchen cleanup appliances to 8.6% for cooking appliances for the first seven months of this year compared to the same 1985 period.

Total year-to-date shipments of 26.0 million units exceeded 1985's record level for the same period by 3.7%.

High consumer confidence buoyed by favorable economic conditions, particularly a low inflation rate, is the primary factor fueling this record appliance demand. Also, favorable mortgage rates are encouraging strong activity in new home construction and home resales, thus expanding the total market for major appliances.

If shipments for the remaining five months simply equal last year's 16.7 million units, the industry will surpass the latest forecast of 41.8 million units and set a new annual record.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1986

	July 1986	July 1985	% Change	Calendar Year to Date 1986	Calendar Year to Date 1985	% Change
ALL MAJOR APPLIANCES*	**3,984.6**	**3,300.9**	**+20.7%**	**26,000.2**	**25,078.4**	**+ 3.7%**
COOKING - TOTAL	**1,158.5**	**972.3**	**+19.2**	**8,346.8**	**7,683.8**	**+ 8.6**
ELECTRIC RANGES - TOTAL	282.9	261.3	+ 8.3	1,867.1	1,760.7	+ 6.0
Free Standing	231.4	213.8	+ 8.2	1,530.5	1,433.8	+ 6.7
Built-In	51.5	47.5	+ 8.4	336.6	326.9	+ 3.0
MICROWAVE OVENS/RANGES**	891.7	727.5	+22.6	6,586.3	6,041.1	+ 9.0
HOME LAUNDRY - TOTAL	**879.3**	**719.6**	**+22.2**	**5,530.9**	**5,237.5**	**+ 5.6**
AUTOMATIC WASHERS	521.1	421.8	+23.5	3,216.0	3,055.4	+ 5.3
DRYERS - TOTAL	358.2	297.8	+20.3	2,314.9	2,182.2	+ 6.1
Electric	280.9	235.4	+19.3	1,815.8	1,725.1	+ 5.3
Gas	77.3	62.4	+23.9	499.1	457.1	+ 9.2
KITCHEN CLEAN UP - TOTAL	**634.2**	**595.7**	**+ 6.5**	**4,683.9**	**4,496.3**	**+ 4.2**
DISPOSERS	296.1	275.4	+ 7.5	2,394.7	2,368.2	+ 1.1
DISHWASHERS - TOTAL	323.1	306.6	+ 5.4	2,179.1	2,028.5	+ 7.4
Built-In	304.6	286.7	+ 6.2	2,046.6	1,887.3	+ 8.4
Portable	18.4	19.9	- 7.5	132.4	141.2	- 6.2
COMPACTORS	15.0	13.8	+ 8.7	110.1	99.6	+10.5
FOOD PRESERVATION - TOTAL	**888.2**	**816.8**	**+ 8.7**	**4,565.3**	**4,348.6**	**+ 5.0**
REFRIGERATORS	729.6	668.1	+ 9.2	3,814.7	3,593.1	+ 6.2
FREEZERS - TOTAL	158.6	148.7	+ 6.7	750.6	755.5	- 0.7
Chest	84.8	76.6	+10.7	406.2	393.2	+ 3.3
Upright	73.8	72.1	+ 2.4	344.4	362.3	- 4.9
HOME COMFORT - TOTAL	**424.4**	**196.4**	**+116.1**	**2,873.1**	**3,312.2**	**-13.3**
ROOM AIR CONDITIONERS	361.4	171.0	+111.4	2,425.0	2,764.5	-12.3
DEHUMIDIFIERS	63.0	25.4	+148.0	448.1	547.7	-18.2
GAS RANGES***	**115.8**	**109.4**	**+ 5.9**	**1,060.3**	**974.7**	**+ 8.8**

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

A3350-1

NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD AUGUST

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped over 3.7 million units in August -- the largest August shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

The August total beats the previous record for the month, set just last year, by 15.6% for a gain of half a million units.

All five appliance categories contributed to August's record, with shipment increases ranging from 8.7% for food preservation appliances to 50.5% for home comfort appliances.

Cooking appliances (almost 1.3 million units) accounted for over one-third of the monthly total. Compared to the previous August, 17.8% more cooking appliances were shipped during the month.

The continued popularity of microwave ovens was the primary reason for the strong demand in cooking appliances. For the third time this year, monthly microwave oven shipments exceeded one million units.

Home laundry equipment (856,100 units) ranked second, accounting for almost one-fourth of August's total. Compared to the previous August, shipments were 18.5% higher, sparked by new space-saving sizes and configurations, like stacked units, compacts and under-counter models.

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Year-to-date shipments (29.7 million units) increased by 5.0%, surpassing the same period last year -- the industry's record year -- by over 1.4 million units.

With the shipment strength of the last few months, the industry appears certain to surpass the latest forecast of 41.8 million units and establish a new record for 1986.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1986

	August 1986	August 1985	% Change	Calendar Year to Date 1986	1985	% Change
ALL MAJOR APPLIANCES*	3,711.7	3,211.0	+15.6%	29,715.3	28,829.4	+ 5.0%
COOKING - TOTAL	1,280.8	1,087.6	+17.8	9,627.7	8,771.4	+ 9.8
ELECTRIC RANGES - TOTAL	271.0	266.3	+ 1.8	2,138.0	2,027.0	+ 5.5
Free Standing	224.4	216.9	+ 3.5	1,754.9	1,650.6	+ 6.3
Built-In	46.5	49.4	- 5.9	383.1	376.3	+ 1.8
MICROWAVE OVENS/RANGES**	1,023.5	837.8	+22.2	7,609.8	6,878.9	+10.6
HOME LAUNDRY - TOTAL	856.1	722.7	+18.5	6,387.0	5,960.2	+ 7.2
AUTOMATIC WASHERS	500.1	424.8	+17.3	3,716.1	3,480.1	+ 6.8
DRYERS - TOTAL	356.0	297.9	+19.5	2,670.9	2,480.1	+ 7.7
Electric	276.8	237.6	+16.5	2,092.6	1,962.7	+ 6.6
Gas	79.2	60.3	+31.3	578.3	517.4	+11.8
KITCHEN CLEAN UP - TOTAL	721.6	648.1	+11.3	5,405.4	5,144.4	+ 5.1
DISPOSERS	363.3	348.0	+ 4.4	2,758.3	2,716.2	+ 1.6
DISHWASHERS - TOTAL	339.2	285.1	+19.0	2,518.3	2,313.6	+ 8.9
Built-In	315.9	269.5	+17.2	2,362.6	2,156.8	+ 9.5
Portable	23.3	15.6	+49.4	155.7	156.9	- 0.8
COMPACTORS	19.1	15.0	+27.3	128.8	114.7	+12.3
FOOD PRESERVATION - TOTAL	727.1	668.7	+ 8.7	5,292.5	5,017.3	+ 5.5
REFRIGERATORS	605.0	537.4	+12.6	4,419.7	4,130.4	+ 7.0
FREEZERS - TOTAL	122.0	131.3	- 7.1	872.8	886.8	- 1.6
Chest	63.2	64.7	- 2.3	469.4	457.9	+ 2.5
Upright	58.9	66.6	-11.6	403.4	428.9	- 6.0
HOME COMFORT - TOTAL	126.1	83.8	+50.5	3,002.8	3,396.1	-11.6
ROOM AIR CONDITIONERS	88.8	68.5	+29.6	2,517.4	2,833.0	-11.1
DEHUMIDIFIERS	37.3	15.4	+142.2	485.4	563.1	-13.8
GAS RANGES***	156.0	162.7	- 4.1	1,230.1	1,137.4	+ 8.2

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

10/24/86 A3350-1

AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

Contact: Marian Stamos
312/984-5816

RECORD SEPTEMBER AND THIRD QUARTER FOR MAJOR HOME APPLIANCES

CHICAGO -- Over 4 million major home appliances were shipped in September and 11.7 million in the third quarter to establish new shipment records for both periods, reports the Association of Home Appliance Manufacturers (AHAM).

September's record shipments were 18.1% higher than the previous September and the third largest monthly shipment in history.

Total shipments for the third quarter were 18.2% higher than the same 1985 period and just 52,000 units shy of the all-time record quarter preceding it.

"The excellent September and third-quarter results are convincing evidence that the industry is headed for a new record year," comments AHAM President Robert Holding.

The latest industry forecast calls for 1986 shipments of 42.6 million units -- over 860,000 more than the 1985 record.

All products contributed to the excellent September, but several showed particular strength. Shipments of disposers (414,300 units) and automatic washers (553,900 units) surpassed all other months in history, and new September records were established for electric ranges (294,400

(MORE)

units), dishwashers (345,800 units), refrigerators (597,000 units), and microwave ovens (nearly 1.2 million units).

In quarterly shipments, three of the five appliance categories registered double-digit increases, with home comfort appliances (647,600 units) making the greatest jump (92.2%). These appliances almost doubled the depressed shipment levels of 1985's third quarter, caused by high inventory carryovers.

Year-to-date shipments surpassed 33.7 million units for a 6.4% gain over the first 9 months of last year.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
September, 1986

	September 1986	September 1985	% Change	Calendar Year to Date 1986	Calendar Year to Date 1985	% Change	Calendar Quarter 1986	Calendar Quarter 1985	% Change
ALL MAJOR APPLIANCES*	4,005.6	3,390.5	+18.1%	33,713.6	31,679.9	+ 6.4%	11,700.0	9,902.4	+18.2%
COOKING - TOTAL	1,461.2	1,114.6	+31.1	11,088.9	9,886.0	+12.2	3,900.6	3,174.5	+22.9
ELECTRIC RANGES - TOTAL	294.4	278.6	+5.7	2,432.4	2,305.5	+ 5.5	848.3	806.2	+ 5.2
Free Standing	245.2	230.2	+ 6.5	2,000.2	1,880.8	+ 6.4	701.1	660.9	+ 6.1
Built-In	49.2	48.4	+ 1.7	432.3	424.7	+ 1.8	147.2	145.3	+ 1.3
MICROWAVE OVENS/RANGES**	1,182.7	852.5	+38.7	8,792.5	7,731.4	+13.7	3,097.9	2,417.8	+28.1
HOME LAUNDRY - TOTAL	961.8	835.8	+15.1	7,348.9	6,796.0	+ 8.1	2,697.2	2,278.1	+18.4
AUTOMATIC WASHERS	553.9	476.2	+16.3	4,270.0	3,956.3	+ 7.9	1,575.1	1,322.8	+19.1
DRYERS - TOTAL	407.9	359.6	+13.4	3,078.8	2,839.7	+ 8.4	1,122.1	955.4	+17.5
Electric	318.7	282.2	+12.9	2,411.2	2,244.9	+ 7.4	876.3	755.2	+16.0
Gas	89.2	77.4	+15.3	667.6	594.8	+12.2	245.8	200.1	+22.8
KITCHEN CLEAN UP - TOTAL	777.8	716.6	+ 8.5	6,176.0	5,861.1	+ 5.4	2,132.0	1,960.5	+ 8.8
DISPOSERS	414.3	387.3	+ 7.0	3,173.1	3,103.5	+ 2.2	1,074.5	1,010.7	+ 6.3
DISHWASHERS - TOTAL	345.8	313.2	+10.4	2,864.1	2,626.9	+ 9.0	1,008.1	904.9	+11.4
Built-In	324.9	295.4	+10.0	2,687.5	2,452.1	+ 9.6	945.4	851.5	+11.0
Portable	20.9	17.9	+16.8	176.6	174.7	+ 1.1	62.7	53.4	+17.4
COMPACTORS	17.8	16.1	+10.6	138.8	130.8	+ 6.1	49.4	44.9	+10.0
FOOD PRESERVATION - TOTAL	707.5	666.8	+ 6.1	5,999.9	5,684.1	+ 5.6	2,322.8	2,152.3	+ 7.9
REFRIGERATORS	597.0	559.1	+ 6.8	5,016.7	4,689.5	+ 7.0	1,931.7	1,764.5	+ 9.5
FREEZERS - TOTAL	110.5	107.7	+ 2.6	983.2	994.6	- 1.2	391.1	387.8	+ 0.9
Chest	58.9	52.2	+12.8	528.3	510.1	+ 3.6	206.8	193.5	+ 6.9
Upright	51.6	55.5	- 7.0	454.9	484.4	- 6.1	184.2	194.3	- 5.2
HOME COMFORT - TOTAL	97.2	56.6	+71.7	3,099.9	3,452.7	-10.2	647.6	336.9	+92.2
ROOM AIR CONDITIONERS	89.2	48.9	+82.4	2,606.6	2,881.9	- 9.6	539.3	288.4	+87.0
DEHUMIDIFIERS	8.0	7.7	+ 3.9	493.3	570.8	-13.6	108.2	48.5	+123.1
GAS RANGES***	202.3	185.4	+ 9.1	1,434.3	1,322.8	+ 8.4	489.8	457.5	+ 7.1

* Numbers do not add because of overlapping product categories.
** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.
*** Source: GAMA. Not included in cooking total or total shipments.

ASSOCIATION OF HOME APPLIANCE MANUFACTURERS
20 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606
312-984-5800
GOVERNMENT RELATIONS: 1901 L STREET, N. W.
WASHINGTON, D. C. 20036, 202-466-3350

GAMA

TRENDS AND FORECASTS
FACTORY UNIT SHIPMENTS (DOMESTIC + EXPORT) OF MAJOR APPLIANCES*

PRODUCT	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986**	1987**
Cooking - Total	4,132	5,003	5,497	5,555	5,917	6,509	5,935	8,478	11,985	13,821	14,343	13,883
ELECTRIC RANGES - TOTAL	2,463	3,011	3,217	3,000	2,530	2,328	2,036	2,754	3,074	3,142	3,213	3,253
Free Standing	1,762	2,194	2,336	2,244	1,975	1,829	1,619	2,190	2,496	2,568	2,630	2,663
Built-In	701	817	881	756	555	498	417	563	577	574	584	590
MICROWAVE OVEN/RANGES	1,749	2,157	2,501	2,807	3,608	4,422	4,071	5,933	9,132	10,883	11,325	10,821
Home Laundry - Total	7,665	8,486	8,659	8,516	7,727	7,342	6,746	7,910	8,733	9,192	9,495	9,559
WASHERS - TOTAL	4,492	4,933	5,038	4,965	4,550	4,365	4,019	4,616	5,049	5,279	5,422	5,486
Automatic	4,288	4,739	4,838	4,779	4,426	4,277	3,955	4,546	5,049	5,279	5,422	5,486
Wringer & Other	205	194	200	186	124	88	64	69	NA	NA	NA	NA
DRYERS - TOTAL	3,173	3,553	3,621	3,551	3,177	2,977	2,727	3,294	3,684	3,914	4,073	4,073
Electric	2,466	2,817	2,865	2,783	2,494	2,337	2,143	2,622	2,931	3,080	3,198	3,199
Gas	708	736	757	768	682	640	584	672	754	834	875	875
Kitchen Clean Up - Total	5,905	6,574	7,169	7,098	5,935	5,854	5,098	6,822	7,758	7,858	8,070	8,135
DISPOSERS	2,516	2,941	3,312	3,317	2,962	3,179	2,780	3,544	4,085	4,105	4,183	4,215
DISHWASHERS - TOTAL	3,140	3,356	3,557	3,488	2,738	2,484	2,170	3,121	3,491	3,575	3,699	3,732
Built-In	2,337	2,705	2,971	2,984	2,354	2,193	1,956	2,859	3,245	3,327	3,455	3,491
Portable	803	651	586	504	384	291	214	262	246	248	244	241
COMPACTORS	249	277	300	293	235	191	148	157	182	177	188	188
Food Preservation - Total	6,358	7,305	7,411	7,642	6,875	6,549	5,704	6,818	7,275	7,316	7,591	7,617
REFRIGERATORS#	4,817	5,707	5,890	5,701	5,124	4,944	4,364	5,477	5,994	6.081	6,379	6,405
FREEZERS - TOTAL	1,541	1,598	1,521	1,941	1,751	1,605	1,340	1,341	1,281	1,236	1,213	1,212
Chest	832	852	835	1,039	963	889	726	702	650	634	635	633
Upright	710	746	686	902	789	717	614	639	631	602	578	579
Home Comfort - Total	3,405	3,589	4,479	4,434	3,876	4,229	3,201	2,439	3,694	3,610	3,163	3,483
ROOM AIR CONDITIONERS	2,961	3,270	4,037	3,749	3,203	3,693	2,761	2,002	3,103	3,022	2,680	2,983
DEHUMIDIFIERS	444	319	442	685	673	536	440	437	591	588	483	500
All Major Appliances	27,466	30,957	33,215	33,244	30,330	30,482	26,683	32,466	39,444	41,797	42,661	42,677
Gas Ranges##	1,824	1,746	1,794	1,799	1,539	1,496	1,368	1,573	1,732	1,828	NA	NA

* 000 Omitted
** Forecasts as of August, 1986
# Includes units of 6.5 cu. ft. and over
Source: GAMA, not included in cooking total or total shipments

Total industry shipments may not add due to rounding and overlapping categories

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